

I support the sponsors of Senate Bill S.1046, introduced by Senators Stevens, Hollings, Burns, Dorgan, Lott, and Wyden, and urge the FCC to adapt its rulemaking to its provisions unilaterally.

The four major television networks, GE/NBC, Viacom/CBS, Disney/ABC, and News Corp./Fox, maximize their profits by getting their nationally-oriented programming in front of the largest national audience possible, which maximizes advertising revenue. These companies therefore have no incentive to support or promote locally oriented programming that may be more interesting and even draw more market share in a particular community at a particular point in time.

This set of economic incentives is prejudicial to the public interest. Information media are a public commons and must be protected, and the current state of the law is such that many abuses of the commons can only be corrected by the FCC.

Regards,

Colin Brayton